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Food Information Series  
United States Department of Agriculture  
Office of Information  
Washington 25, D. C.

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No. 41a

Subject: Home Pledge Campaign's Part of the Overall Food Campaign

Distribution: OPA regional, state and district offices and local war, price and rationing boards;

Agriculture: Extension, state and county  
FDA, regional, state and county  
FSA, regional, state and county  
War Board Chairmen, State and county  
all field information officers.

CURRENT  
SEP 15 1943  
U. S. DEPARTMENT OF AGRICULTURE

Use: The booklet attached covers the essential facts of the Home Front Pledge Campaign.

Price and rationing are two phases of the wartime economic stabilization program that require most urgent action immediately. Therefore, this drive is starting now.

As the booklet points out, responsibility in each community will rest upon committees of local citizens for carrying out the Home Front Pledge Drive. It is the particular responsibility of the community service member of the local War Price and Ration Board to take the initiative in seeing that such committees are formed.

The information officer of the OPA district office will (through appropriate state or regional offices) notify the County Agent, the FSA County Supervisor, the War Board Chairman, and the County Nutrition Committee Chairman as to when materials for the Home Front Pledge drive will be available, in addition to the handbook attached. The OPA district information representative will also see that these local agricultural agency officials are invited to participate in the mobilization of those communities where the campaign will be conducted. Later on, the Home Front Pledge Campaign will be conducted in rural areas, together with the distribution of a leaflet for the farm family, which is now in preparation.

It is suggested that each agricultural officer receiving this letter duplicate its contents in transmitting the booklet to state and county levels.

Plans are now being worked out for a national food educational program designed to bring about a more complete understanding of the food situation as a whole, under the general theme of "Food Fights for Freedom." This will culminate in a community mobilization in November, "Food for Freedom Month." In this, each specific food program, such as Victory Gardens, farm production goals, nutrition, food conservation, etc., in addition to rationing and price ceilings, will have its part. Thus, you should hold yourself in readiness for continued action on the food front.

WAR FOOD ADMINISTRATION  
Food Distribution Administration  
Washington 25, D. C.

August 23, 1943

To: State Nutrition Committees and Chairmen and Secretaries  
of County Nutrition Committees

From: M. L. Wilson, Chief  
W. H. Sebrell, Associate Chief  
Nutrition and Food Conservation Branch

Subject: The Home Front Pledge Campaign Sponsored by the Office of Price  
Administration

The War Food Administration is perfecting plans to promote an intensive educational program which will include all aspects of the wartime food problem. This Nation-wide over-all educational program will be launched in late August and will be carried through Thanksgiving Day. Full details of these plans will be sent you when they are completed.

The first program to be featured in the campaign will be on Rationing and Price Control because of the fact that plans for it have been completed for sometime and because of the importance of the subject at this particular time.

Since this is an important part of the Wartime Food Program, the cooperation of nutrition committees in the first concerted program of the food campaign is of primary importance to the success of the over-all phase.

The Office of Price Administration is leaving the organization of local planning committees up to the Community Service members of War Price and Rationing Boards in the individual communities.

In order that the local nutrition committee may participate in the planning and execution of this program at the local level, it is suggested that the chairman of the local nutrition committee contact the Community Service member of the local War Price and Rationing Board informing him or her as to the person on the local nutrition committee who should be contacted when the initial plans for the program in the community are being made and when the materials are available for local distribution.

Attached is a copy of "The Home Front Pledge Campaign Book" and the letter which was sent by the Department of Agriculture to their field representatives.